

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, July 16, 2015 at 8:00 a.m. at the Grapevine Convention & Visitors Bureau Headquarters, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

Joe Szymaszek	Chairman
Cindy Blankenship	Board Member
Dan Weinberger	Board Member
Iain Scouller	Board Member
Mark Terpening	Board Member
Debi Meek	Alternate Board Member

Constituting a quorum, with the following liaisons and staff members present:

Sharron Spencer	Council Liaison
Pat Stinson	Heritage Foundation Liaison
Paul Slechta	Chamber Liaison
Paul W. McCallum	Executive Director
Jack Bateman	Managing Director of Sales & Marketing
Shawna Barnes	Assistant City Secretary

Absent:

Jim Quinn	Board Member
Keith Spinden	Board Member
Bruno Rumbelow	City Manager
Jennifer Hibbs	Assistant City Manager

CALL TO ORDER

Chairman Szymaszek called the meeting to order at 8:04 a.m.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Mark Terpening to approve the minutes from the June 18, 2015 meeting prevailed by the following vote:

Ayes: Blankenship, Meek, Scouller, Szymaszek, Terpening, Weinberger
Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Pat Stinson reported that the Grapevine Heritage Foundation is preparing for their Candlelight Tour of Homes 2015. Request letters have been sent out to the homeowners of the nominated properties for the 2015 Tour.

July 17th the Farm will be hosting the Frugal Farm Wife and July 25th will be the Farmhouse on the Grape Vine Prairie. August 7th will be the First Friday program featuring Cotton.

July 17th at the Palace will be the movie Back to the Future and July 24th will be The Good, the Bad and the Ugly. July 25th will be High Noon, McClintock and True Grit. July 18th will be Main Street LIVE performing Country Songs of Summer.

No action taken by the Board

Chamber of Commerce Activities

Paul Slechta reported that the Big Daddy's Rally raised over \$20,000 at the charity concert on July 1st. On July 30th the Business After Hours Mixer will take place at Dave & Buster's.

On July 22nd the Economic Development Partnership meeting will take place in City Hall at 8am and on August 7 Casino Night will take place at Austin Ranch. Tickets to this event are \$50 per person and can be purchased online at www.grapevinechamber.org.

No action taken by the Board

SALES AND MARKETING REPORT

Mr. Bateman reported the convention sales team had 62 leads with 84,000 potential room nights and an economic impact of \$49,900,000. 22 of the leads are for 2015 with an economic impact of \$3,100,000. They assisted with 22 definites representing 21,000 room nights and an economic impact of \$19,500,000. Eight of the bookings are for 2015 with an economic impact of \$1,400,000. The sales team hosted 13 site inspections including Campus Crusade for Christ and Full Gospel Baptist Church Fellowship.

The sales team hosted a closing reception to help promote the Collaborate meeting here in 2016 at the Gaylord. The team had assistance from Mayor Pro-Tem Shane Wilbanks and Councilwoman Sharron Spencer.

SALES AND MARKETING REPORT cont.

Tourism sales and service produced four leads, all of which were for 2015 and they assisted with one booking, with a combined economic impact of \$8,600,000. The sales team conducted 60 sales appointments and attended two tradeshow. The number of brochures distributed in June was 67,000 and they welcomed 11,000 guests into the Visitor Information Center.

Destination Services assisted 13 groups with 15,500 delegates with information and registration assistance and a potential economic impact of \$13,500,000. The Visitor Shuttles carried 6,900 passengers.

The Convention Center booked 12 future groups representing 3,100 attendees and had an economic impact of \$111,000. The Palace Arts Center booked 13 future groups representing 1,500 attendees and had an economic impact of \$55,000. The Concourse booked three future groups with 350 attendees and has an economic impact of \$12,600. The Grapevine Vintage Railroad had total ridership of 6,056.

The web site had 88,800 unique visitors with 28,000 reaching us through a mobile device. For marketing there were nine print trade insertions, 110,000 online impressions, 72 print consumer publications insertions, 1,100 TV and radio insertions. Online advertising had 2,700,000 impressions. Public relations print value was \$377,000 and electronic was \$116,000 for a total of \$493,000.

No action taken by the Board

OLD BUSINESS

FY 16 Meeting Schedule

Chairman Szymaszek presented the meeting schedule for FY 16

Motion by Dan Weinberger; seconded by Mark Terpening to approve the FY 16 meeting schedule prevailed by the following vote:

Ayes: Blankenship, Meek, Scouller, Szymaszek, Terpening, Weinberger
Nays: None

Recognition of Donald Wayne Bigbie

Mr. McCallum reported to the board that Donald Wayne Bigbie served as chairman for 21 years. To honor Donald, staff recommends proceeding with creating the Donald Wayne Bigbie Heroes and Legends Wall. This wall will honor those who have had a long standing commitment to Grapevine tourism and attractions. Councilwoman Spencer and Cindy Blankenship will lead a committee to follow up on the creation of the wall.

No action taken by the Board

Board of Directors Meeting
July 16, 2015
Page 4 of 5

OLD BUSINESS Cont.

Marketing Committee Schedule

Mr. Bateman presented the 2016 Marketing Committee Schedule to the board.

No action taken by the board

NEW BUSINESS

9/11 Police Memorial for Festival Proceeds

Mr. McCallum reported that the 9/11 Police memorial sculpture will recognize the 71 dedicated law enforcement officers and one rescue dog who gave their lives protecting others during and shortly after the attack on the Twin Towers on September 11, 2001. Staff would propose that \$2,500 from festival proceeds be donated to complete the memorial.

Questions and discussion followed.

Motion by Cindy Blankenship, seconded by Dan Weinberger to approve \$2,500 from festival proceeds be donated to the 9/11 Police Memorial prevailed by the following vote:

Ayes: Blankenship, Meek, Scouller, Szymaszek, Terpening, Weinberger
Nays: None

HOTELS / ATTRACTIONS ACTIVITIES

- Rainforest Adventure opened in July
- Grapevine Craft Brewery opened last week
- Roscoe's New York diner opened up at the previous Boston's location
- Taco Casa on 26 opened
- Espresso ETC is going into Cassie's old location
- Cowboys Golf Course was voted as the number 1 "Most American" golf course in America
- Eastfield College is now offering a craft brew class

Mr. McCallum reported that in April 2015, Grapevine resident Lindsay Closson was selected to represent the city of Grapevine at the annual Mrs. Texas pageant where she placed first runner up. This first runner up title gives her a chance to compete at the National Mrs. America pageant through the National First Runner Up Contest where she would represent Grapevine as the only city delegate at the competition. Through an online voting system, the National First Runner Up Contest will award one runner up a spot at the national pageant. To vote go to http://mrsamerica.com/delegates_firstrunner_up.htm

No Action taken by the Board.

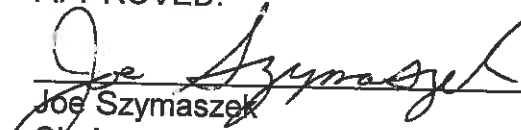
ADJOURNMENT

There being no further business to come before the board a motion by Dan Weinberger, seconded by Cindy Blankenship to adjourn the meeting at 9:02 a.m. prevailed by the following vote:


Ayes: Blankenship, Meek, Scouller, Szymaszek, Terpening, Weinberger
Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 20th DAY OF AUGUST, 2015.

APPROVED:


Joe Szymaszek
Chairman

ATTEST:


Shawna Barnes
Assistant City Secretary